

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
 Stylesheet Version v1.2

ETAS ID: TM303248

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Alex MacLean		03/14/2014	INDIVIDUAL: CANADA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	EastCoast Lifestyle Clothing Inc.		
<b>Street Address:</b>	121 Front Street		
<b>City:</b>	Wolfville, Nova Scotia		
<b>State/Country:</b>	CANADA		
<b>Entity Type:</b>	CORPORATION: CANADA		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	85960628	EASTCOAST LIFESTYLE	
<b>Serial Number:</b>	86017912	WEST COAST LIFESTYLE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	9024213130		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Phone:</b>	9024914466		
<b>Email:</b>	shayne@coxandpalmer.com		
<b>Correspondent Name:</b>	Stewart Hayne, Attorney of Record		
<b>Address Line 1:</b>	1959 UPPER WATER STREET		
<b>Address Line 2:</b>	Suite 1100, Purdy's Warf Tower One		
<b>Address Line 4:</b>	HALIFAX, NOVA SCOTIA, CANADA B3J 3N2		
<b>ATTORNEY DOCKET NUMBER:</b>	10034420-0002		
<b>NAME OF SUBMITTER:</b>	STEWART HAYNE, ATTORNEY OF RECORD, NSBAR		
<b>SIGNATURE:</b>	/STEWART HAYNE/		
<b>DATE SIGNED:</b>	05/01/2014		
<b>Total Attachments: 3</b>			
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OP \$65.00 85960628

THIS ASSIGNMENT OF TRADE-MARK dated and effective as of the 14<sup>th</sup> day of March, 2014.

BETWEEN:

**Alex MacLean**, 6540 Waegwoltic Avenue, Nova Scotia, B3H 2B4  
(hereinafter called the "**Assignor**")

- and -

**EastCoast Lifestyle Clothing Inc.**, 121 Front Street, Wolfville,  
Nova Scotia, B4P 1A6 (hereinafter called the "**Assignee**")

The Assignor, in consideration of the sum of \$1.00, and other good and valuable consideration now paid by the Assignee to the Assignor, the receipt and sufficiency of which is acknowledged, hereby sells, assigns and transfers to the Assignee, all of the Assignor's right, interest and title to the following:

- a) the trade-mark(s) shown on Schedule A attached hereto, together with all trade-mark applications or registrations, service mark applications or registrations, trade name applications or registrations, rights analogous to trade-mark, trade name or service mark rights and like protection relating to the trade-marks shown on Schedule A (hereinafter collectively called the "Trade-marks");
- b) all of the goodwill which the Assignor has in and to the Trade-marks;
- c) the right to oppose and/or continue any opposition to the registration of any other trade-mark, based on or relating to the Trade-marks; and
- d) the right to commence and/or continue any action for past infringement of any rights in the Trade-marks and to collect damages or profits as a result of such infringement.

The Assignee hereby accepts this assignment and appoints Cox & Palmer, whose full post office address is 1100 – 1959 Upper Water Street, PO Box 2380 Central, Halifax, Nova Scotia, B3J 3E5, Attention: Stewart Hayne, as the firm to which any notice in respect of the registration of this Assignment or any application or registration relating to the Trade-marks may be sent, and upon which service or any proceedings in respect of any application or registration relating to the Trade-marks may be given or served with the same effect as if they had been given to or served on the Assignee.

The Assignor agrees to do all things and execute without further consideration, such further assurances, confirmatory assignments, applications and other instruments as may

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reasonably be required to carry out the terms of this Assignment and perfect title in and to the Trade-marks.

The Assignment shall be binding on and enure to the benefit of the successors and assigns of the Assignor and the Assignee.

This Assignment shall be governed by and construed in accordance with the laws of the Province of Nova Scotia and the laws of Canada applicable therein.

**IN WITNESS WHEREOF** this Agreement has been properly executed by the Assignor and the Assignee, and is confirmed as of May 28, 2013, effective as of the day and year first written above.

**Alex MacLean**

Per: 

Witness: Taylor Kottby

**Eastcoast Lifestyle Clothing Inc.**

Per:   
Name: Alex MacLean

Witness: Taylor Kottby

## SCHEDULE A

## A. Trade-mark



## B. Canadian Trade-mark Applications

Trade-mark	Application No.	Application Date
EASTCOAST LIFESTYLE	1636030	July 19, 2013
WEST COAST LIFESTYLE	1646940	October 8, 2013

## C. US Trade-mark Applications

Trade-mark	Application No.	Application Date
EASTCOAST LIFESTYLE	85960628	June 14, 2013
WEST COAST LIFESTYLE	86017912	July 23, 2013